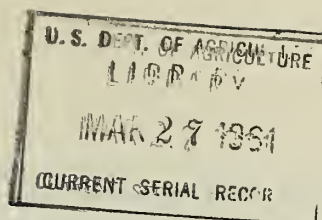


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CONSUMER PURCHASES OF

SELECTED FRUITS AND JUICES

JULY 1960

CPFJ- 105

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

September 1960

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
JULY 1960

By Clive E. Johnson
Market Development Research Division
Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Household consumers bought 7 percent more fruit juices and fruit drinks in July 1960 than in the same month of 1959. Purchases of frozen concentrated orange juice were up substantially from a year earlier in contrast to a rather heavy decline in other frozen concentrates. Retail sales of frozen orange concentrate alone accounted for 37 percent of the July movement of reported frozen concentrates, single-strength canned and chilled juices, and canned fruit drinks, a gain of 6 percentage points in share of market over July 1959.

Purchases of canned juices were down some from July 1959, reflecting record low movement of grapefruit juice and sharply lower purchases of tomato juice which more than offset heavier buying of pineapple, orange, and prune juices. Canned juices had 34 percent of the total juice and drink market compared with a 38-percent share a year earlier. Purchases of chilled orange juice rose moderately to reach a new July peak, but the share of market held at 4 percent.

Canned fruit drinks were bought in about the same volume as in the preceding July, with stronger buying of pineapple-grapefruit drink and orange drink offsetting a heavy reduction in purchases of miscellaneous fruit drinks. The share of market for fruit drinks was down a little to about 21 percent.

Purchases of canned grapefruit sections held at the July 1959 level, but fresh grapefruit and fresh oranges were bought in relatively small volume.

Retail prices for frozen orange concentrate, chilled orange juice, canned orange juice, fresh and processed grapefruit, and pineapple juice were down from July 1959. In contrast, higher prices were reported for fresh oranges, orange drink, tomato and prune juices, and for miscellaneous fruit juices and fruit drinks. (See page 10.)

FROZEN AND CHILLED JUICES

FROZEN ORANGE AT PRE-FREEZE LEVEL

Household purchases of frozen concentrated orange juice in July 1960 were 26 percent greater than a year earlier, and were equal to the July pre-freeze (1954-56) average of 5.1 million gallons. Although movement has been declining since the first of the year, purchases have averaged 5.2 million gallons per 28-day month for the season beginning October 1959. This is about the same as in 1956-57 when the season average monthly purchase was the highest of record. ^{1/} Retail prices averaged 17.9 cents per 6-ounce can, 4.1 cents less than in July 1959, but 2.5 cents more than the 1956-57 average price.

On a family basis, purchases amounted to 7.6 cans for the 27.2 percent of families that bought, compared with a purchase of 6.7 cans by 24.5 percent of families in July a year earlier. However, the proportion of families buying in recent months, while above the low levels that prevailed in the post-freeze period (1958-59), is from 1 to 5 percentage points below the proportion buying in July 1953-57.

Frozen orange concentrate accounted for 89 percent of total retail purchases of frozen concentrated juices in July, and for 37 percent of total purchases of frozen concentrates (equivalent single-strength basis), chilled orange juice, canned juices, and canned fruit drinks. In July 1959, frozen orange had an 85-percent share of the concentrate market, and a 31-percent share of the total juice and fruit drink market. (See pages 12 and 25.)

MISCELLANEOUS CONCENTRATES DOWN

In contrast to the heavy gain made by frozen orange, retail sales of miscellaneous frozen concentrates were down 15 percent from July 1959 to about 625,000 gallons. Season purchases were also substantially below the corresponding 10 months of 1958-59. The average retail price of this product group, which has held at 18.5 cents per 6-ounce can for several months, was 0.4 cent below July 1959. (See page 19.)

CHILLED ORANGE JUICE HITS NEW JULY PEAK

July retail sales of chilled orange juice amounted to 1.9 million gallons, the heaviest that have been reported for the month. Movement was up 5 percent from July 1959, reflecting a greater proportion of families buying. However, the buying family purchase of 3.3 quarts was close to the smallest observed in the 4 years that data have been available. Prices paid averaged 38 cents per quart, compared with 42.1 cents a year earlier.

Chilled orange juice had a 4-percent share of the retail market for reported juices and fruit drinks in both July 1959 and 1960. (See page 13.)

^{1/} Data in this report are for 28-day periods to facilitate comparisons.

CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE GAINS 18 PERCENT

About 733,000 cases of canned orange juice were bought by consumers in July. While this was a substantial increase over the low year-earlier volume, it was only two-thirds as much as the pre-freeze July average. Production of the product in 1959-60, except for the preceding season, was the smallest for many years. July consumption amounted to 2 cans (46-ounce) per buying family, compared with 1.7 cans a year earlier. The proportion of families buying, at 6.4 percent was almost unchanged. However, the average retail price of 37.2 cents per can was down 8.2 cents from the near peak price of July 1959.

Orange juice comprised 13 percent of total retail sales of canned juices in July compared with 11 percent a year earlier. (See pages 14 and 26.)

GRAPEFRUIT JUICE FALLS TO NEW LOW

Consumer purchases of canned grapefruit juice were down in July, despite a moderate contra-seasonal decline in price to 31 cents per 46-ounce can. This was the lowest retail price in about a year. The 4.2 percent of families buying and the total purchase of 465,000 cases were new lows in this 11-year series of data. Family purchases of 1.9 cans were also about the smallest that have been reported. Production of grapefruit juice was 8 percent below 1958-59, but cumulative purchases for the season through July lagged 15 percent behind.

Grapefruit juice constituted only 8 percent of total purchases of canned juices in July, as against 12 percent a year earlier. (See pages 15 and 26.)

PINEAPPLE JUICE UP A THIRD

Concurrent with a decline in the retail price of pineapple juice to the lowest point in 3 years, purchases jumped 32 percent over a year earlier to reach 1.1 million cases. Prices averaged 28.7 cents per 46-ounce can, a drop of 1.5 cents from June and 4.7 cents from July 1959. Most of the gain in movement was attributed to a 27-percent increase in the size of purchase per buying family.

Pineapple juice accounted for 20 percent of all canned juices bought during the month. In July 1959 the product had only a 15-percent share of the market. (See page 16.)

PRUNE JUICE UP

Retail sales of prune juice totaled 536,000 cases in July, 9 percent more than in the same month of 1959 when movement was at a 5-year low. The buying family purchase at 2.4 quarts for the month was substantially greater, but much of that gain was counterbalanced by a decline in the proportion of families buying. Prune juice prices averaged 43.8 cents per quart bottle, 0.4 cent more than in July 1959. The California prune crop was estimated to be slightly smaller than in 1959, but to be 11 percent smaller than average.

Sales of prune juice accounted for 10 percent of total retail movement of canned juices in July, a slightly larger proportion than a year earlier.

TOMATO JUICE
DOWN A FOURTH

The proportion of families buying, the average size of purchase per buying family, and total purchases of tomato juice in July were the smallest that have been reported for several years. Retail prices were up 1.5 cents from July 1959 to 28.4 cents per 46-ounce can, the highest for more than a year. The average size of purchase, for the 12 percent of families buying, was 1.9 cans.

Retail sales of tomato juice amounted to about 1.3 million cases, or to 23 percent of the total movement of canned juices. A year earlier, 30 percent of the canned juices bought for household use was tomato juice. (See page 18.)

MISCELLANEOUS
JUICES STEADY

July purchases of miscellaneous canned juices held at the year earlier level of 1.4 million cases. These products accounted for about one-fourth of total retail sales of canned single-strength juices in both July 1959 and 1960. Consumption amounted to 1.4 cans (46-ounce) for the 18 percent of families that bought. Retail prices averaged 36.5 cents per can. (See page 19.)

CANNED JUICES
OFF MODERATELY
IN TOTAL

A total of 5.5 million cases of canned single-strength juices was bought for home consumption in July, 4 percent less than in the same month a year earlier. This volume reflected an average consumption of 2.6 cans (46-ounce) by the 39 percent of families that purchased these products. In July 1959, canned single-strength juices and frozen concentrated juices (equivalent single-strength basis) were purchased in equal volume. In July 1960, however, purchases of concentrates exceeded those of single-strength juices by a fourth.

Canned single-strength juices accounted for 34 percent of total purchases of reported juices and drinks, compared with 38 percent in July 1959. (See page 19.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

GOOD GAIN
FOR ORANGE
DRINK

Retail movement of canned orange drink was up 14 percent from July 1959 to 620,000 cases. The increase in volume reflected more families buying and a larger size of purchase. The heavy July movement, together with record purchases in the preceding month, brought the season's cumulative total to the level of the corresponding period of 1958-1959. Retail prices were up 0.5 cent to 29.7 cents per 46-ounce can.

Orange drink comprised 18 percent of July purchases of fruit drinks, a gain of 2 percentage points over the share of market held in July 1959. (See page 20.)

PINEAPPLE-
GRAPEFRUIT
DRINK UP TO
NEW JULY
HIGH

The retail price of pineapple-grapefruit drink was down contra-seasonally to 27.7 cents per 46-ounce can, a 4-year low price for this product. Sales climbed 6 percent over June and 25 percent over a year earlier to reach 1.2 million cases for a new July high. The greater volume resulted from more families buying coupled with a larger size of purchase.

Pineapple-grapefruit drink had a 35-percent share of the canned fruit drink market in July, compared with 29 percent a year earlier. (See pages 21 and 26.)

MISCELLANEOUS
FRUIT DRINKS
DOWN

Purchases of miscellaneous fruit drinks slumped to 1.6 million cases in July, a drop of 17 percent from the preceding month and 12 percent from a year earlier. Consumption among the 12 percent of families buying these products averaged 2.4 cans (46-ounce) for the month. The proportion of families buying and size of purchase are not available for a year earlier. Prices paid averaged 33.8 cents per can, an advance of 2.6 cents over July 1959.

Miscellaneous fruit drinks accounted for 47 percent of all fruit drinks purchased during the month, as compared with 55 percent of the total in July 1959. (See page 19.)

FRUIT DRINKS
TOTAL ABOUT
THE SAME

During July, consumers bought a total of 3.4 million cases of canned fruit drinks, or almost the same as a year earlier. On a buying family basis, the size of purchase rose to 3 cans (46-ounce), but most of that gain was offset by a decline in the proportion of families buying.

Purchases of canned fruit drinks accounted for 21 percent of the total purchases of reported juices and fruit drinks. This was about the same proportion as a year earlier.

FRESH AND CANNED FRUIT

ORANGES DROP
TO NEW JULY
LOW

Retail sales of fresh oranges were down 29 percent from July 1959 to 708,000 boxes -- the lowest July movement reported in this 11-year series. Movement of the Florida crop was completed and the California crop is small. About 15 percent of families bought oranges, compared with 20 percent a year earlier. However, the size of purchase per buying family held at about 22 oranges. Retail prices rose 3 cents to reach 54.6 cents per dozen, the highest since October 1958. (See pages 22 and 25.)

GRAPEFRUIT
DOWN 13
PERCENT

Retail movement of fresh grapefruit dropped seasonally to about 271,000 boxes in July. Although purchases in recent months have been below year-earlier levels, cumulative purchases for the season are the highest since 1955-56. Prices paid were down 3 cents to \$1.19 per dozen. (See pages 23 and 25.)

GRAPEFRUIT
SECTIONS
STEADY

About 269,000 cases of canned grapefruit sections were bought for home use, almost the same quantity as in either the preceding month or in July 1959. Cumulative purchases thus far in the season, however, were 6 percent below those of the corresponding 10 months of 1958-59. On a buying family basis, purchases amounted to 3.7 cans for the 4 percent of families that bought. Retail prices were down 0.4 cent to 20.7 cents per No. 303 can. (See pages 24 and 25.)

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, JULY 1960 and 1959

Commodity	Total purchases			Purchases per buying family				Families buying		Average price paid per actual unit	
				Quantity per purchase							
	July 1960	July 1959	Change, 1960-59	Number	July 1960	July 1959	July 1960	July 1959	Unit	July 1960	July 1959
	1,000 gallons	1,000 gallons	Percent	Number	Number	Ounces	Ounces	Percent	Percent	Cents	Cents
FROZEN CONCENTRATED JUICES:											
Orange	5,081	4,018	26	2.0	2.1	22.7	19.0	27.2	24.5	6-oz.	22.0
Miscellaneous	625	734	-15			16.2	15.0			6-oz.	18.9
Total	5,706	4,752	20	2.4		18.2			27.0		
CHILLED ORANGE JUICE	1,911	1,815	5	2.7	3.0	39.6	37.3	4.4	4.0	32-oz.	42.1
	1,000 cases 1/	1,000 cases 1/									
CANNED SINGLE-STRENGTH JUICES:											
Orange	733	623	18	1.6	1.6	58.9	50.7	6.4	6.3	46-oz.	45.4
Grapefruit	465	671	-31	1.3	1.5	67.1	62.5	4.2	5.8	46-oz.	31.7
Pineapple	1,107	836	32	1.4	1.4	72.4	57.0	9.1	8.7	46-oz.	33.4
Prune	536	492	9	1.8	1.7	42.4	37.3	5.8	6.3	32-oz.	43.4
Tomato	1,280	1,712	-25	1.4	1.5	61.0	63.6	12.3	15.0	46-oz.	26.9
Miscellaneous 2/	1,367	1,378	-1	1.6		39.1		17.8		46-oz.	36.5
Total	5,488	5,712	-4	2.2		53.5		39.0			
CANNED SINGLE-STRENGTH DRINKS:											
Orange	620	542	14	1.5	1.4	81.9	80.8	4.2	3.9	46-oz.	29.2
Pineapple-grapefruit	1,192	956	25	1.3	1.4	82.9	69.7	8.9	8.4	46-oz.	27.7
Miscellaneous fruit	1,581	1,795	12	1.6		68.5		11.6		46-oz.	31.2
CANNED GRAPEFRUIT SECTIONS	269	276	-3	1.5	1.6	39.3	36.8	4.3	4.4	16-oz. 3/	21.1
	1,000 boxes	1,000 boxes									
FRESH FRUIT:											
Oranges	708	992	-29	1.8	1.9	12.2	11.7	14.8	19.9	Doz.	51.6
Grapefruit	271	312	-13	1.6	1.9	4.4	3.9	5.4	6.3	Doz.	119.4
											122.7

1/ Equivalent cases of 24 No. 2 cans. 2/ Current month includes lemon juice which previously was reported separately. 3/ Equivalent No. 303 can.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.	2,751	2,623	3,789	3,016	618	484	370	378	7,528	6,501
Mar.	2,419	2,465	3,883	2,970	559	416	382	355	7,243	6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.	2,097	2,466	3,619	2,980	485	440	363	346	6,564	6,232
May	1,735	1,976	3,503	2,768	457	389	394	343	6,089	5,476
Jun.	1,169	1,401	3,516	2,724	468	357	393	311	5,546	4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.	708	992	3,414	2,640	428	373	331	323	4,881	4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

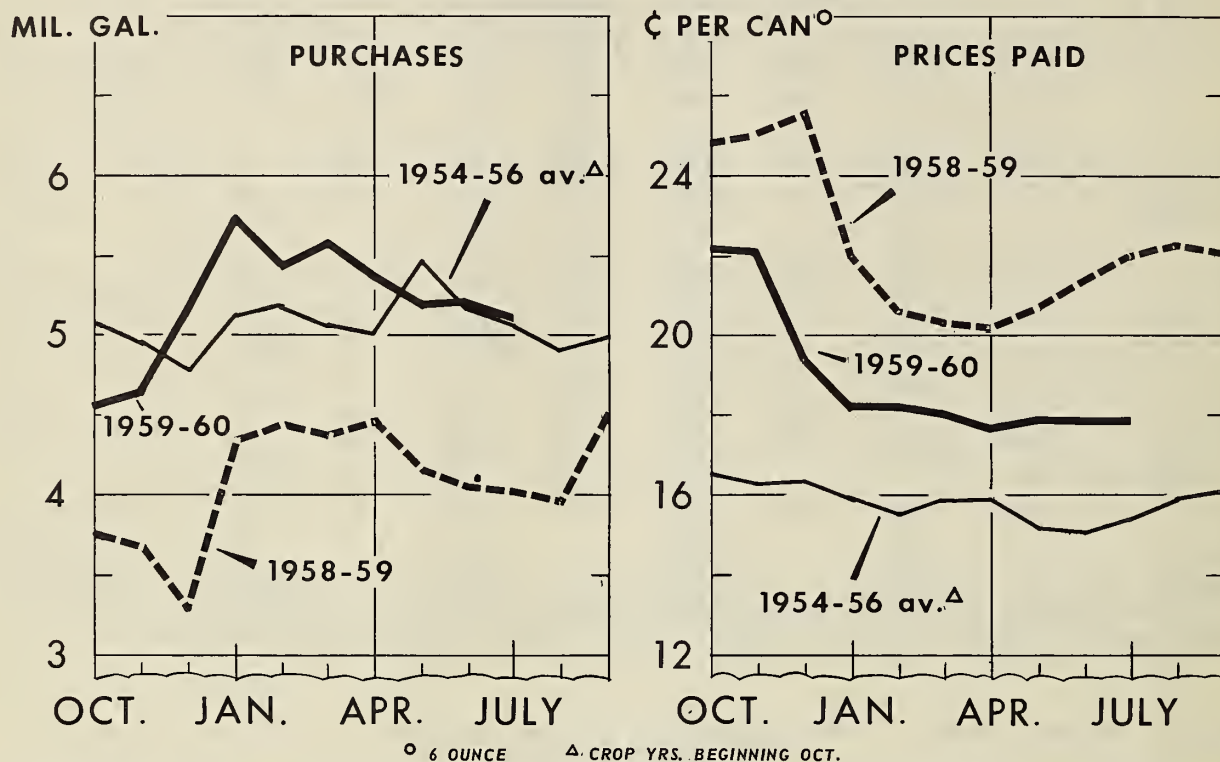
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.	2,414	2,376	485	432	153	159	3,052	2,967
Mar.	2,384	2,178	442	505	144	144	2,970	2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.	1,874	1,958	417	647	153	167	2,444	2,772
May	1,160	1,383	432	648	165	144	1,757	2,175
Jun.	570	774	364	523	187	168	1,121	1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.	271	312	345	495	187	199	803	1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645- 60 (10) AGRICULTURAL MARKETING SERVICE

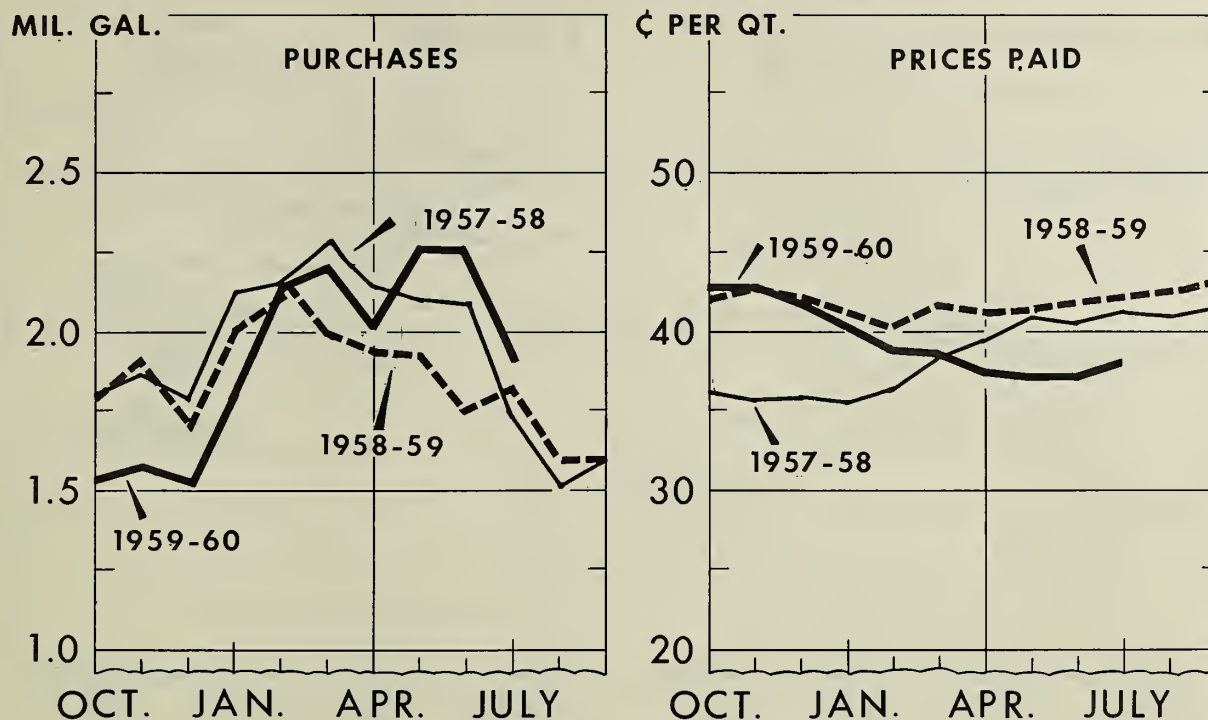
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000	1,000	1,000	Percent	Percent	Percent	Cents	Cents	Cents
	gallons	gallons	gallons						
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.		11,465	15,902						
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.	5,444	4,436	5,179	28.1	26.2	28.0	18.2	20.5	15.5
Mar.	5,579	4,367	5,043	27.8	26.1	26.7	18.1	20.3	15.8
Oct.-Mar.		25,707	32,579						
Apr.	5,385	4,448	5,006	28.3	25.8	25.2	17.8	20.2	15.8
May	5,213	4,131	5,441	27.7	24.8	24.2	18.0	20.7	15.2
Jun.	5,232	4,066	5,147	28.3	25.9	23.5	17.9	21.3	15.1
Oct.-Jun.		39,221	49,479						
Jul.	5,081	4,018	5,061	27.2	24.5	22.9	17.9	22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season		52,870	65,680					22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60 (10) AGRICULTURAL MARKETING SERVICE

Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

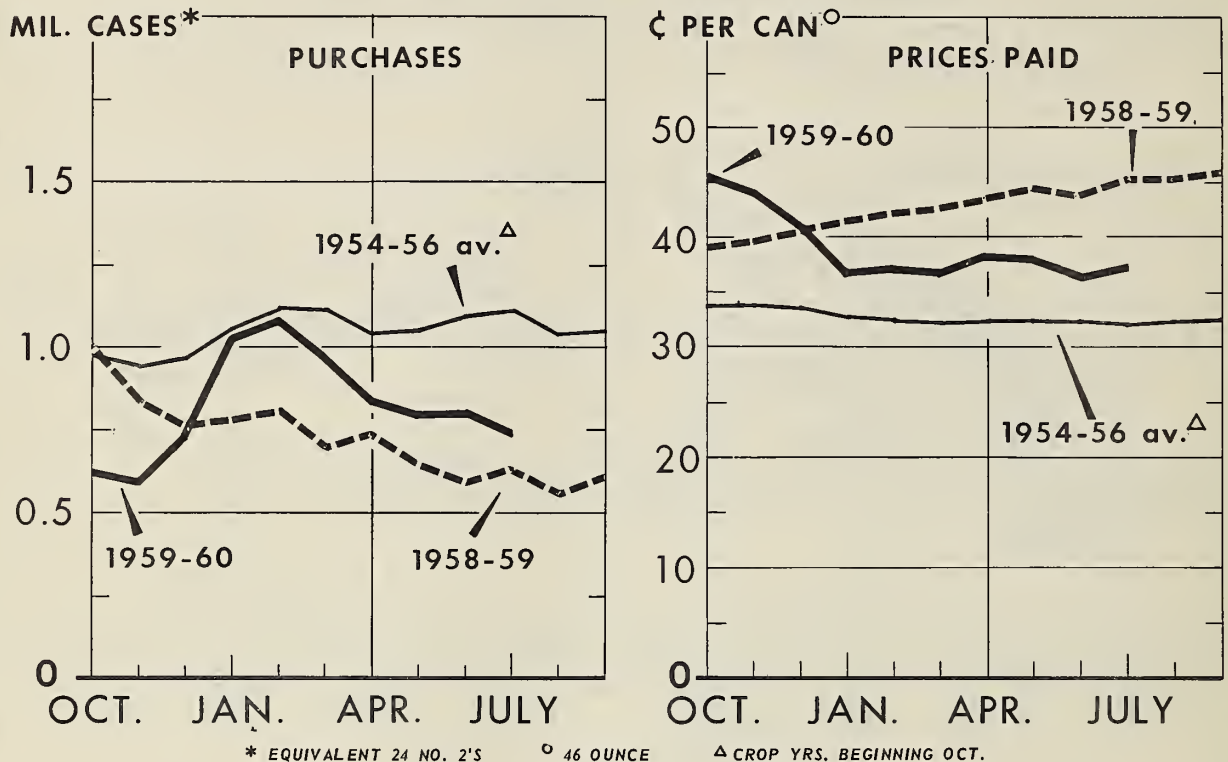
Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.	2,153	2,124	2,163	5.1	4.8	4.7	38.8	40.2	36.4
Mar.	2,220	1,993	2,277	4.7	4.4	4.8	38.7	41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.	2,099	1,942	2,147	4.4	4.1	4.4	37.5	41.2	39.6
May	2,277	1,925	2,099	4.7	4.1	4.2	37.3	41.4	40.9
Jun.	*2,271	1,748	2,087	5.0	3.9	4.0	37.3	41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.	1,911	1,815	1,714	4.4	4.0	3.4	38.0	42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

* Revised

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649- 60 (10) AGRICULTURAL MARKETING SERVICE

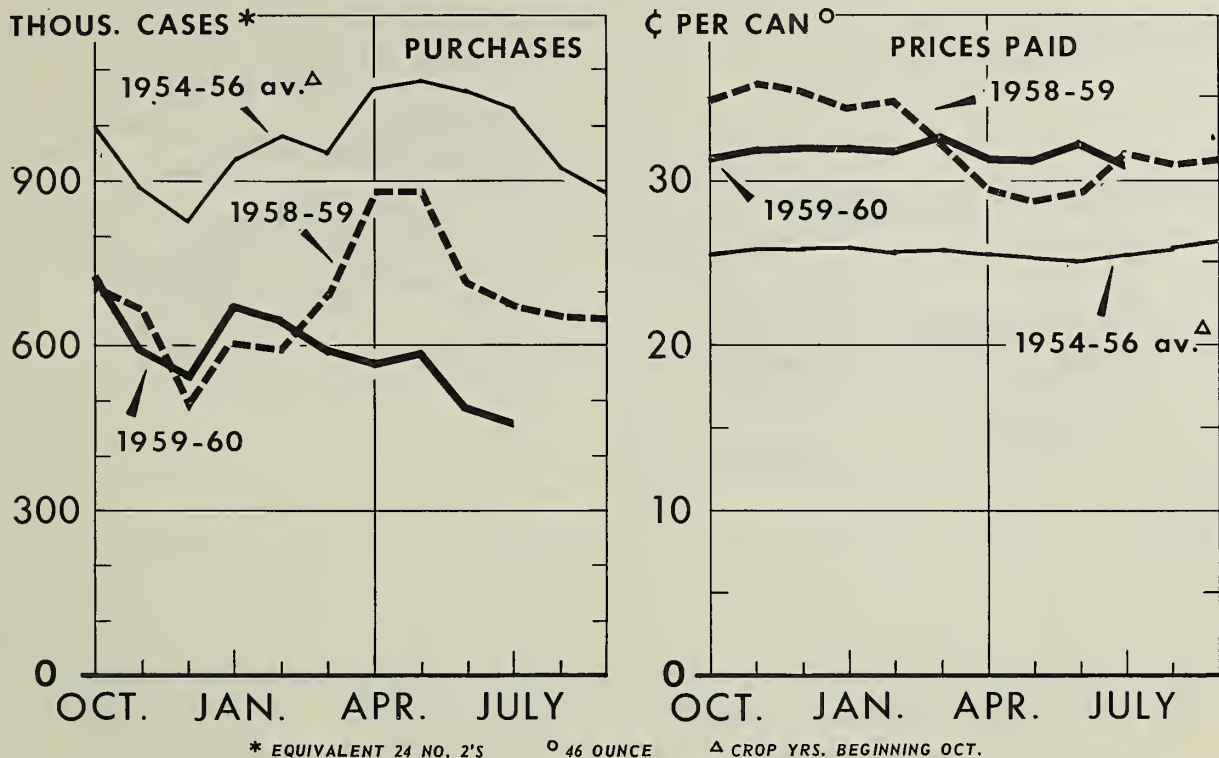
Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.	1,066	806	1,118	9.9	8.0	11.0	37.0	42.2	32.3
Mar.	964	694	1,113	7.9	6.7	11.8	36.7	42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.	831	734	1,033	7.0	7.0	11.4	38.2	43.5	32.4
May	782	650	1,046	6.8	6.3	11.0	38.0	44.5	32.3
Jun.	801	596	1,087	6.8	6.2	11.0	36.8	44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.	733	623	1,110	6.4	6.3	10.4	37.2	45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60 (10) AGRICULTURAL MARKETING SERVICE

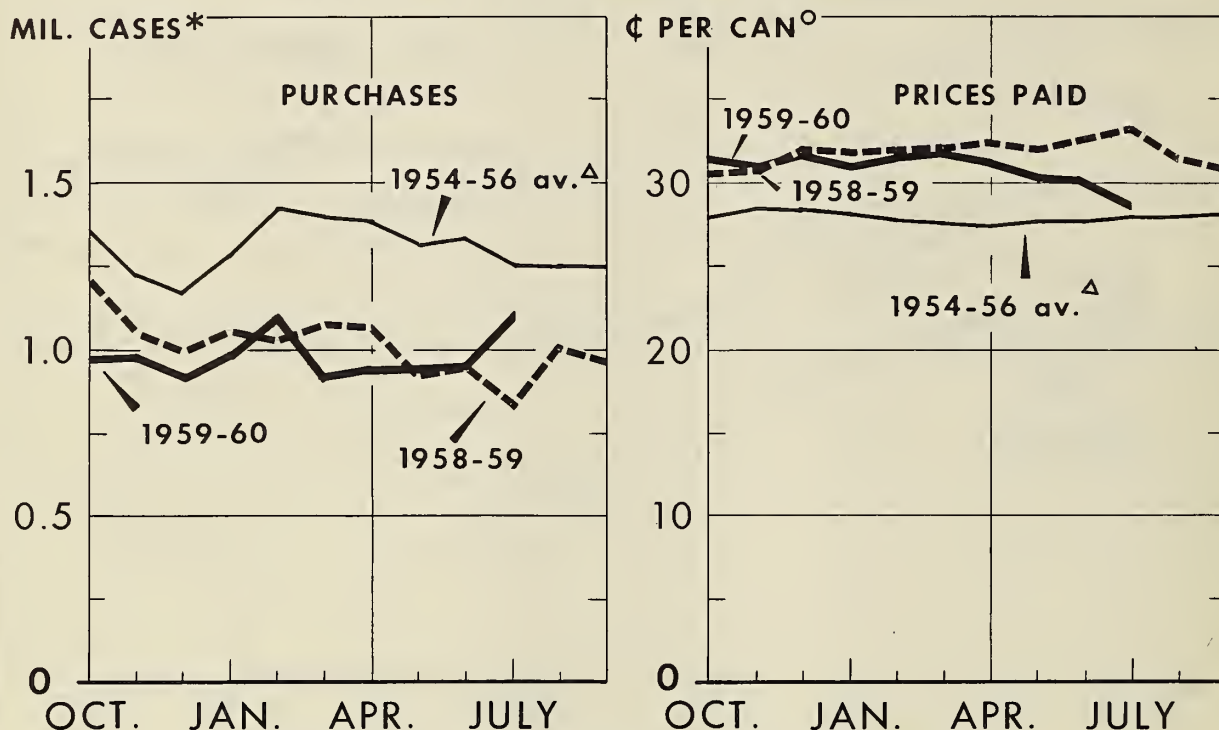
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	Average						Average		
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.	647	590	983	5.7	5.7	7.7	31.7	34.8	25.7
Mar.	589	689	950	5.5	6.5	6.9	32.7	32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.	563	880	1,069	5.3	7.3	7.8	31.5	29.6	25.7
May	583	882	1,083	5.0	7.5	7.4	31.3	28.8	25.4
Jun.	491	712	1,063	4.5	6.3	7.2	32.1	29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.	465	671	1,032	4.2	5.8	6.1	31.0	31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2's

^o 46 OUNCE

^Δ CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548- 60 (10)

AGRICULTURAL MARKETING SERVICE

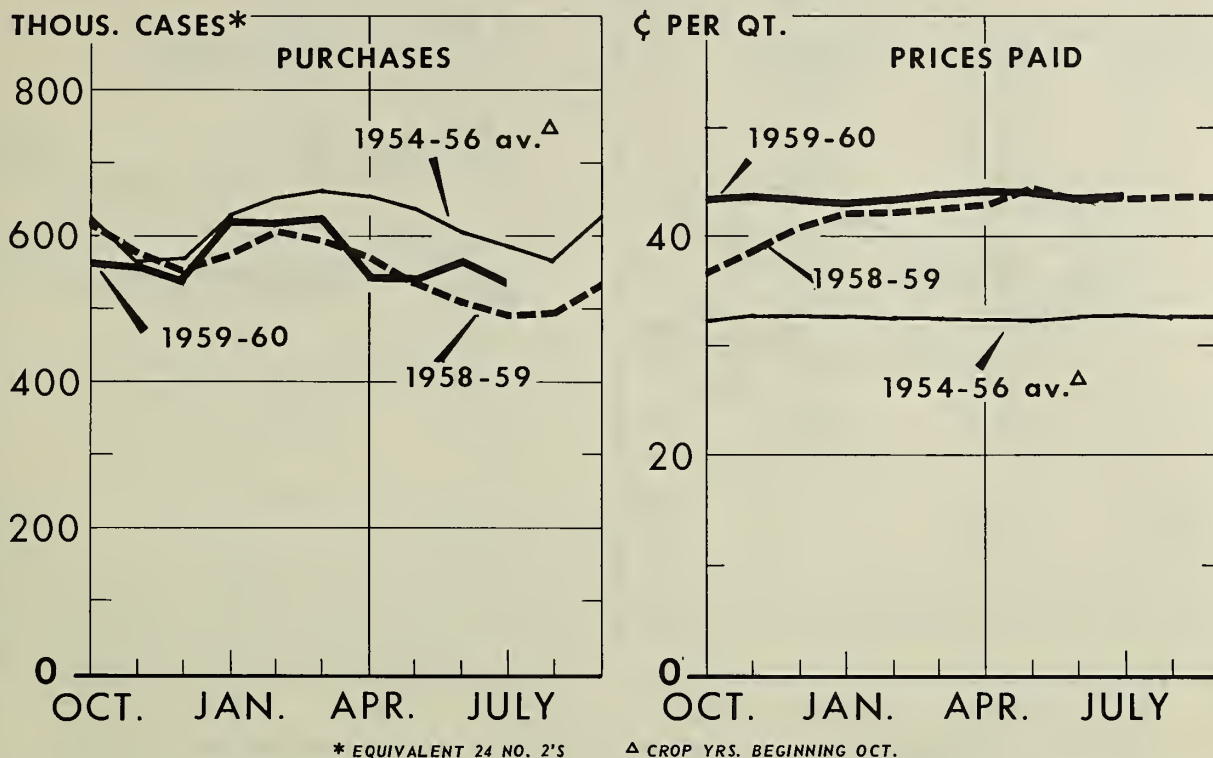
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average 1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.	1,099	1,029	1,424	10.5	10.0	12.4	31.5	32.1	27.7
Mar.	915	1,079	1,400	8.6	10.4	12.4	31.8	32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.	933	1,066	1,388	8.7	10.6	11.8	31.1	32.5	27.4
May	940	926	1,312	8.5	9.3	12.6	30.7	32.1	27.7
Jun.	950	941	1,335	8.7	9.4	12.3	30.2	32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.	1,107	836	1,253	9.1	8.7	12.1	28.7	33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-40 (10) AGRICULTURAL MARKETING SERVICE

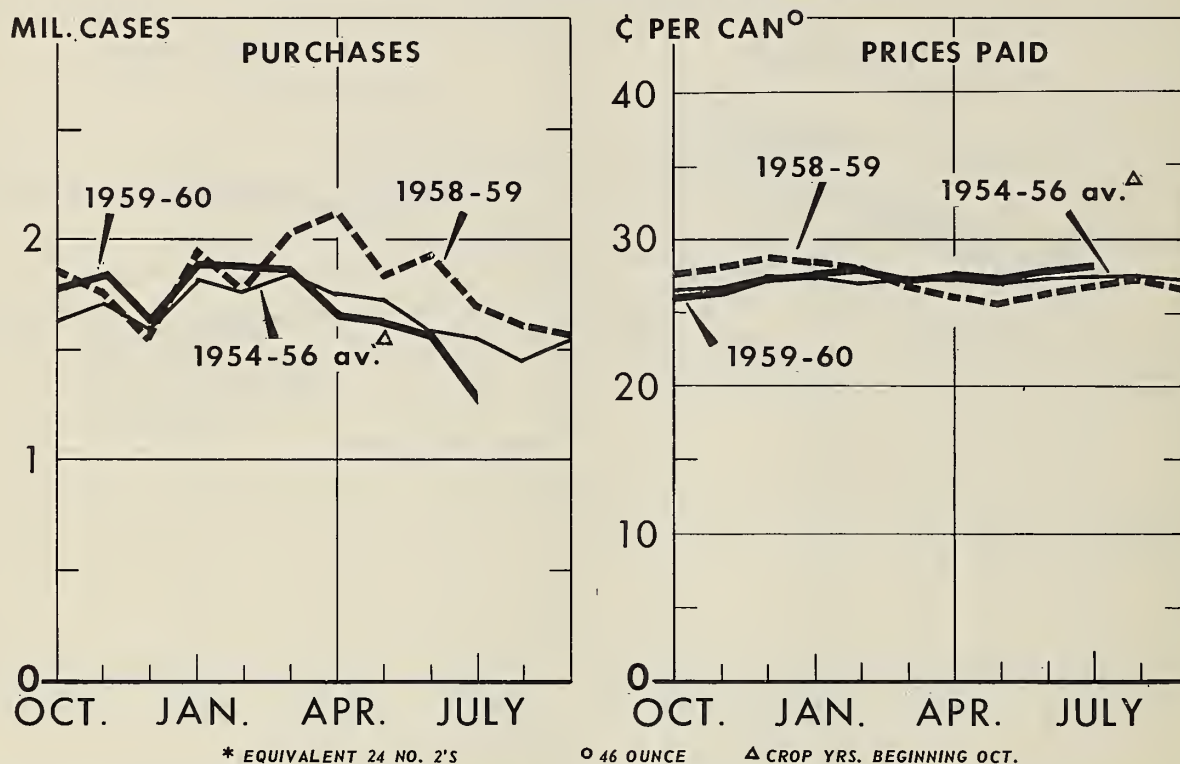
Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.	618	608	651	7.5	7.3	7.5	43.4	42.3	32.7
Mar.	624	596	660	7.3	6.9	7.6	43.7	42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.	545	572	653	6.5	6.9	7.4	43.9	42.9	32.4
May	544	536	636	5.8	6.3	7.0	43.9	44.2	32.4
Jun.	566	507	603	6.1	6.0	6.7	43.5	43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.	536	492	585	5.8	6.3	6.8	43.8	43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653- 60(10) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.	1,875	1,795	1,773	17.8	17.6	18.1	27.9	28.0	27.0
Mar.	1,865	2,033	1,846	17.1	18.1	18.1	27.3	26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.	1,658	2,127	1,755	15.7	18.5	18.6	27.6	26.0	27.2
May	1,630	1,846	1,715	15.0	16.0	17.4	27.4	25.6	27.0
Jun.	1,581	1,933	1,593	14.8	16.9	17.1	27.8	26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.	1,280	1,712	1,553	12.3	15.0	17.2	28.4	26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January	1,397	1,547		6,591	6,527	
February	1,456	1,571		6,761	6,399	
March	1,460	1,536		6,417	6,627	
April	1,414	1,476		5,944	6,855	
May	1,453	1,598		5,932	6,438	
June	1,475	1,508	1,694	5,864	6,197	6,122
July	1,367	1,378	1,616	5,488	5,712	5,706
August		1,280	1,494		5,610	5,390
September		1,244	1,305		5,561	5,202

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

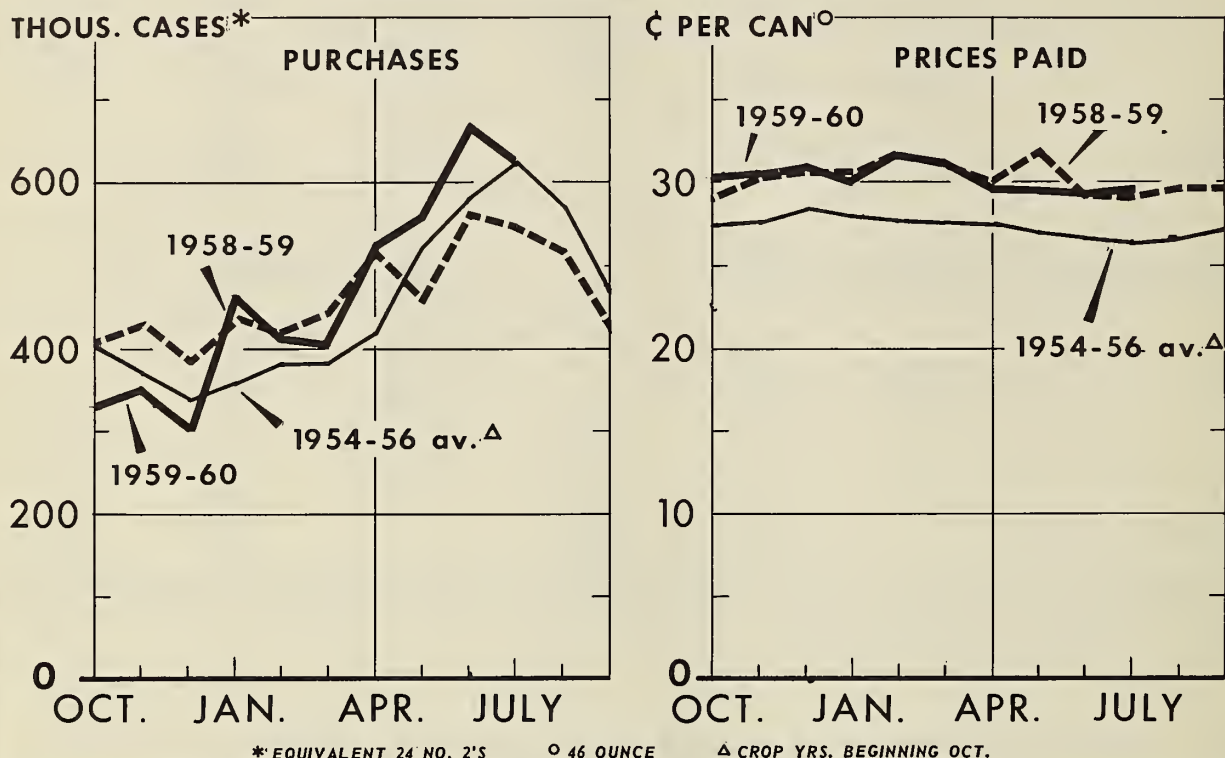
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/			
	Purchases		Prices paid		Purchases		Prices paid	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 4/	1,000 cases 4/	Cents	Cents
October	728	801	19.4	19.5	1,199		36.0	
November	506	791	19.9	19.9	1,144		36.1	
December	466	707	20.1	20.3	1,101		35.3	
January	629	642	18.9	19.7	1,215		35.8	
February	717	655	18.9	19.6	1,323		35.5	
March	607	690	18.6	19.7	1,294		35.4	
April	641	756	18.5	19.4	1,406		35.0	
May	649	740	18.5	19.1	1,676		34.0	
June	613	801	18.5	18.9	1,902		34.0	
July	625	734		18.9	1,581	1,795		31.2
August		670		19.0		1,680		31.4
September		625		19.2		1,425		32.0

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60 (10) AGRICULTURAL MARKETING SERVICE

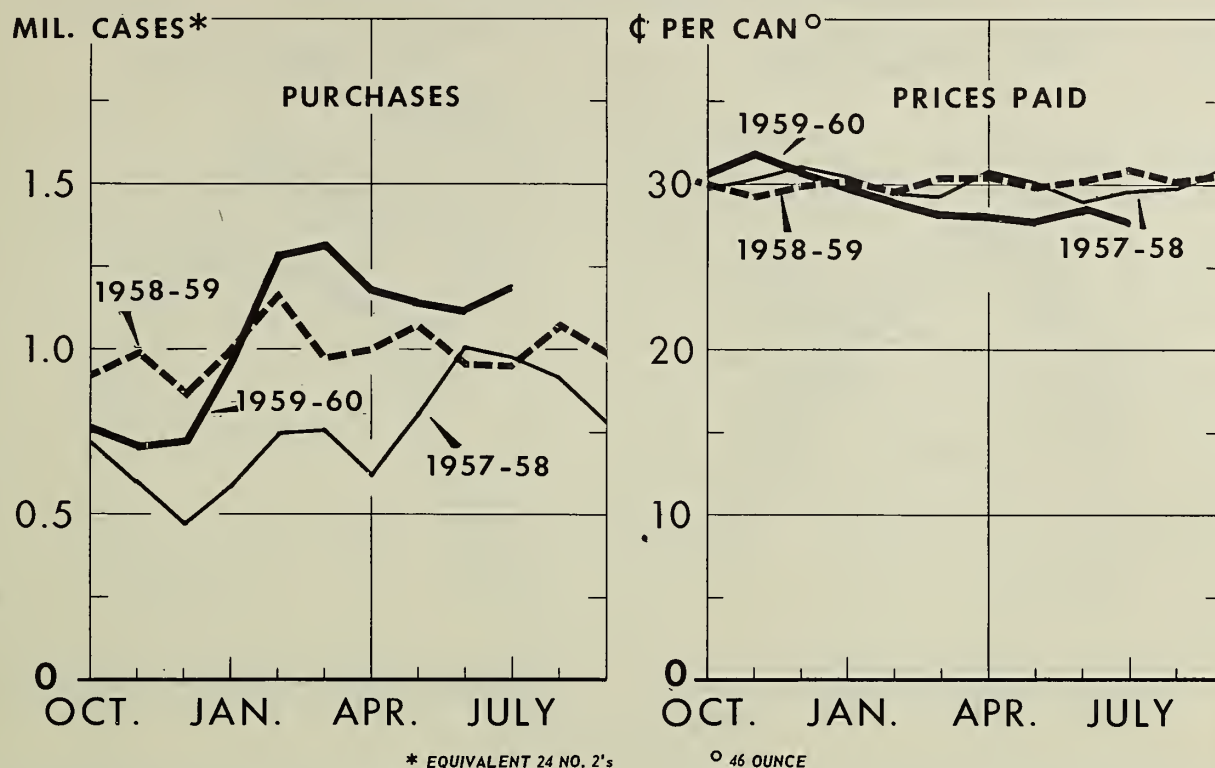
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.	414	421	383	3.6	3.3	3.2	31.5	31.5	27.8
Mar.	404	444	385	3.3	3.7	3.2	31.2	31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.	524	517	420	3.7	4.0	4.4	29.8	30.3	27.5
May	563	461	524	3.8	3.6	3.7	29.9	31.7	27.0
Jun.	663	568	581	4.9	4.2	4.1	29.4	29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.	620	542	621	4.2	3.9	4.6	29.7	29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60 (10)

AGRICULTURAL MARKETING SERVICE

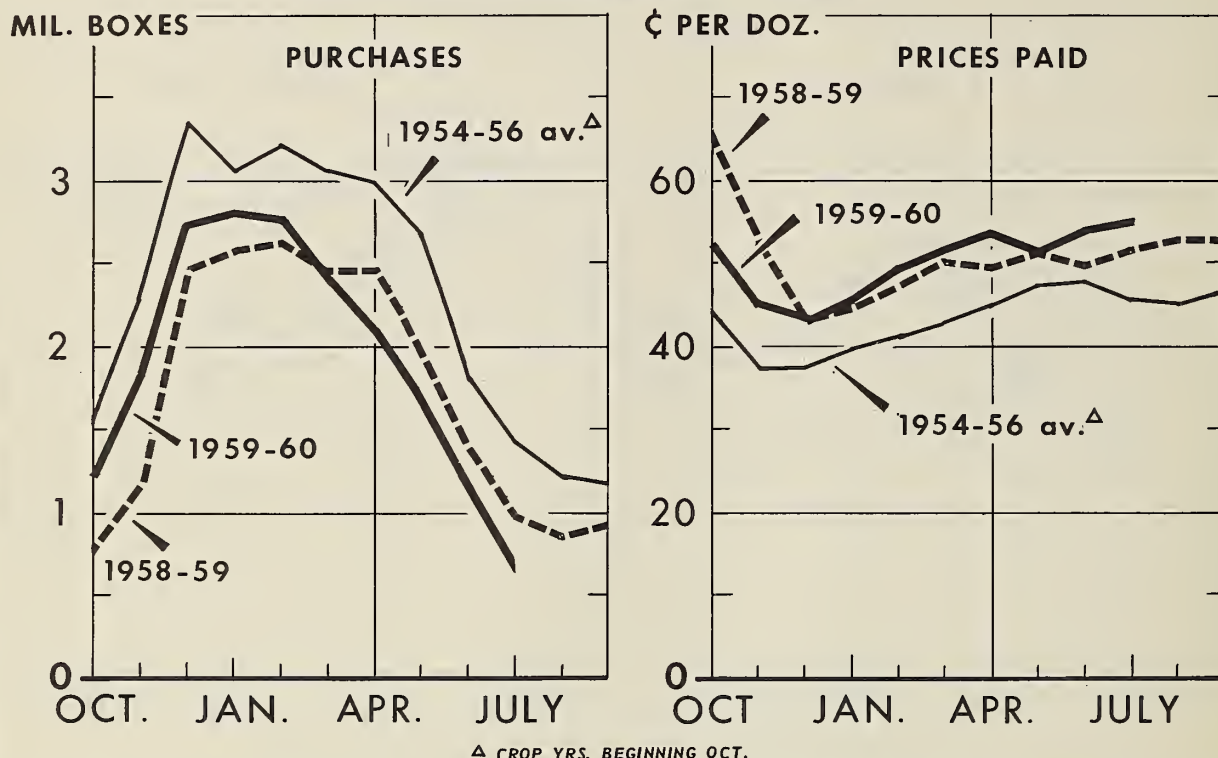
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.	1,290	1,169	748	9.1	9.9	6.9	29.1	29.7	29.6
Mar.	1,322	973	755	9.4	8.6	6.9	28.3	30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.	1,176	1,000	621	8.4	8.5	6.3	28.1	30.5	30.9
May	1,158	1,079	808	8.4	9.4	7.3	27.9	29.9	30.2
Jun.	1,125	963	1,068	8.5	8.1	9.2	28.8	30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.	1,192	956	973	8.9	8.4	8.8	27.7	30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

FRESH ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655- 60 (10) AGRICULTURAL MARKETING SERVICE

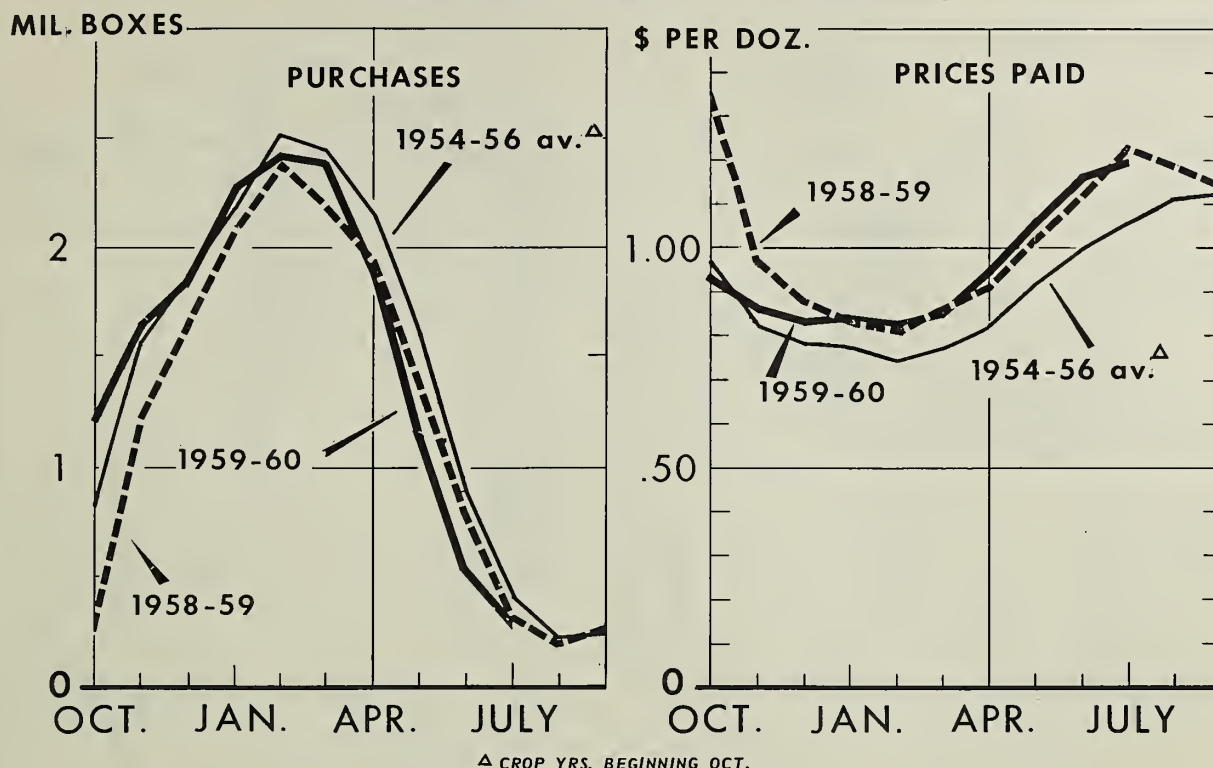
Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.	2,751	2,623	3,214	43.4	42.8	44.0	49.6	46.6	40.9
Mar.	2,419	2,465	3,059	40.6	40.5	39.7	51.8	50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.	2,097	2,466	2,986	36.7	38.2	33.7	53.7	49.9	44.8
May	1,735	1,976	2,682	31.8	34.5	32.1	51.3	51.2	47.4
Jun.	1,169	1,401	1,801	23.9	27.5	24.2	54.2	49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.	708	992	1,422	14.8	19.9	17.0	54.6	51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658- 60 (10) AGRICULTURAL MARKETING SERVICE

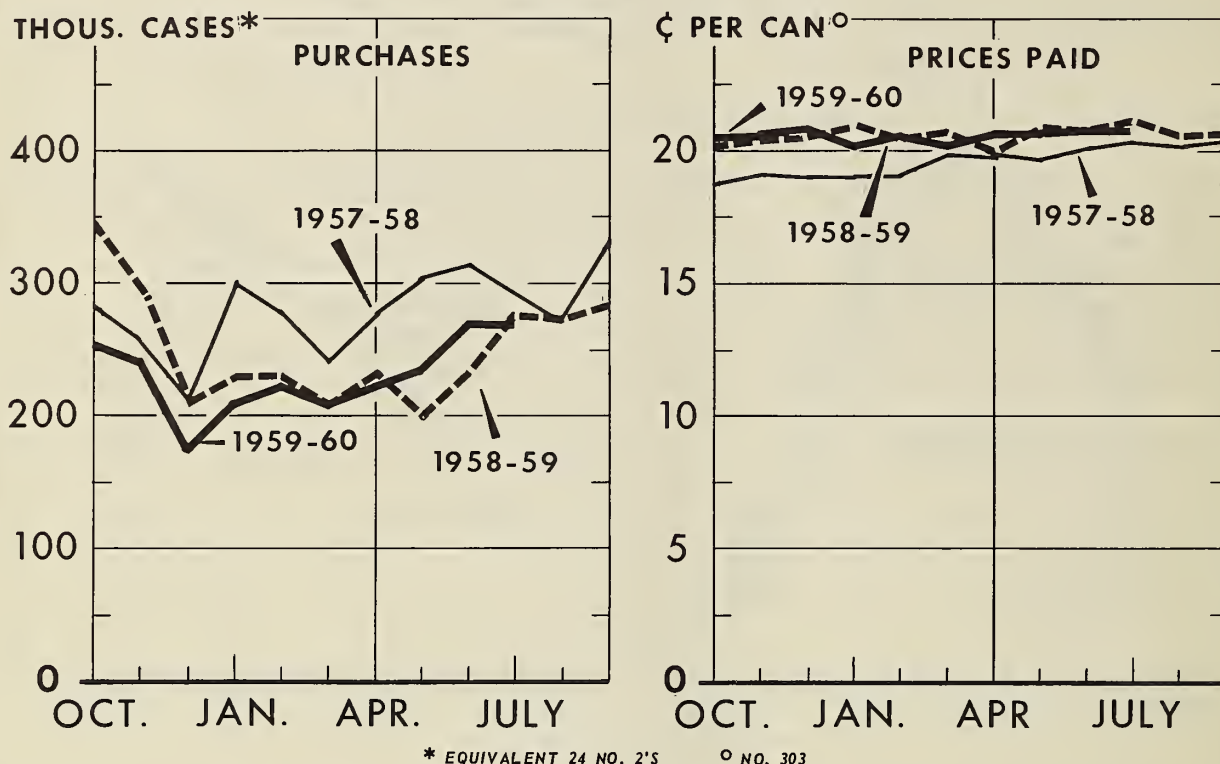
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.	2,414	2,376	2,526	29.5	30.4	31.4	82.6	80.8	74.3
Mar.	2,384	2,178	2,440	29.1	28.2	30.1	85.2	86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.	1,874	1,958	2,153	23.8	26.6	23.7	94.1	91.2	82.1
May	1,160	1,383	1,587	18.2	20.1	18.4	107.3	101.4	91.5
Jun.	570	774	896	10.8	13.2	10.0	116.3	111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.	271	312	421	5.4	6.3	5.3	119.4	122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

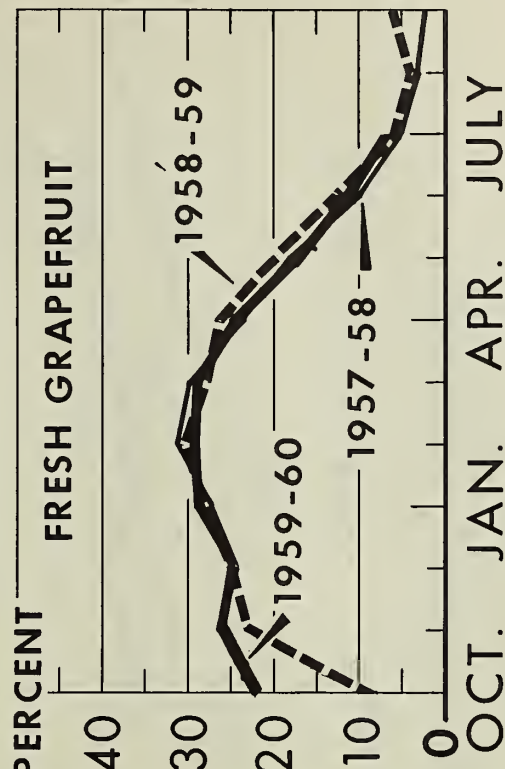
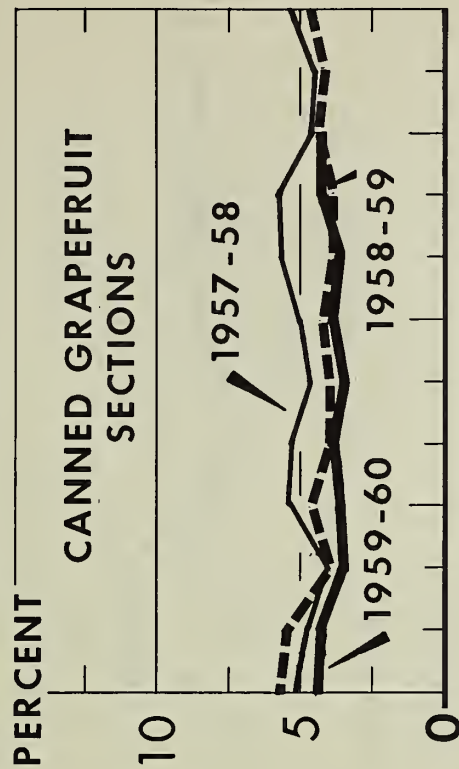
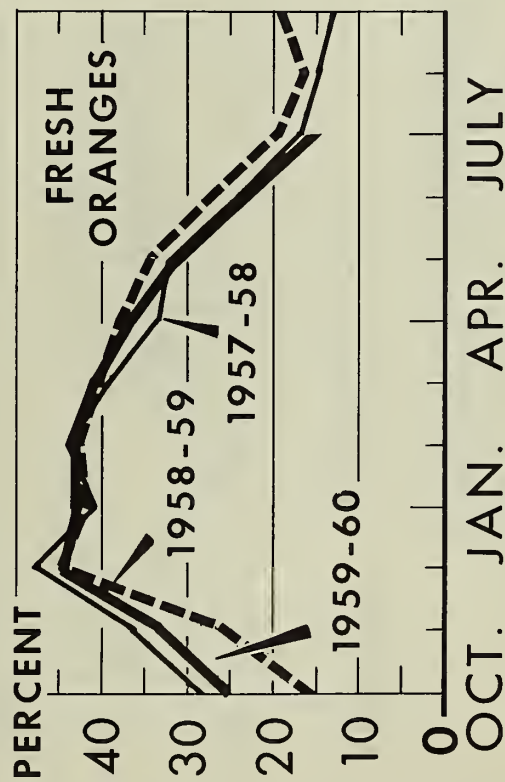
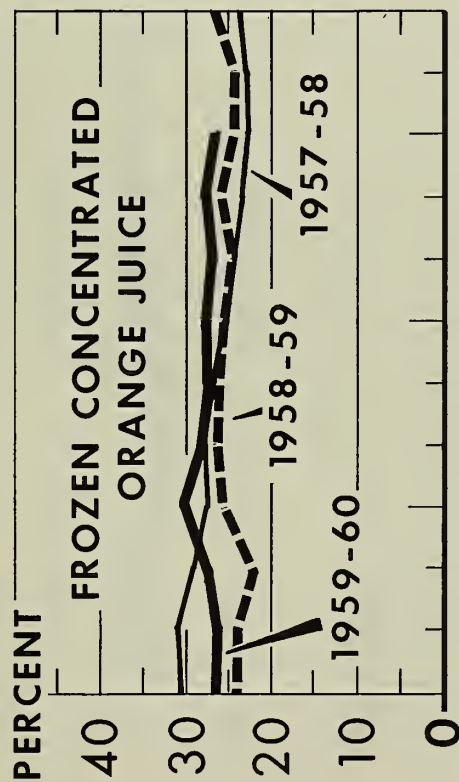
NEG. 6654-60 (10) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.	222	230	279	3.9	4.1	5.3	20.6	20.4	19.0
Mar.	209	209	240	3.5	4.1	4.7	20.2	20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.	220	231	278	3.9	4.3	5.1	20.5	20.1	19.8
May	237	200	303	3.7	3.9	5.7	20.5	20.9	19.7
Jun.	269	233	312	4.5	3.9	5.8	20.7	20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.	269	276	292	4.3	4.4	4.7	20.7	21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT



PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES

